

Announcements

10/26/10

NEW! Phone Books Opt-out Registry Stakeholder Call, November 2, 2010

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What: Yellow Pages Phone Books Opt-out Registry Stakeholder Call

When: Tuesday, November 2, 2010 from 9:00 am to 11:00 am (Pacific Standard Time)

Registration: To register for the conference call and receive the call-in number, please e-mail your company name and the names of all staff members expected to participate in the call to Veronica Fincher at veronica.finch@seattle.gov. Registration requests are due by 12:00 pm (PST) on Monday, November 1.

Purpose: [Ordinance 123427](#), passed by the Seattle City Council on October 11, 2010, directs Seattle Public Utilities to establish an opt-out registry to serve as a clearinghouse for Seattle residents and businesses to register and indicate their desire not to receive delivery of some or all yellow pages phone books. The purpose of the ordinance is to reduce waste in support of [Resolution 30990](#).

In order to develop a comprehensive Request for Proposal for the opt-out registry, Seattle Public Utilities is holding a stakeholder call for potential bidders and phone book distributors to collect the following information:

Phone Book Distributors

- What printing deadlines will the opt-out registry vendor need to meet for submitting opt-out registry information for the cover of 2011 phone books?
- When will distribution of 2011 phone books begin in Seattle?
- What areas of Seattle receive each phone book?
- What software and formatting requirements will the vendor need to use for the opt-out registry list to ensure compatibility with distributor systems?
- How frequently will the vendor be able to access the list of opt-out requests submitted directly to the distributors or their partners? Are there any compatibility concerns?
- Are there any other phone book distributor timelines or system requirements that SPU should consider in preparing the Request for Proposal?

Potential Bidders

- When could the opt-out registry be fully launched based on the distributor schedules, and taking into consideration the requirements for translation and interpretation and user testing?
- How much time should we allow for bidders to complete the RFP?
- How feasible is it to have the opt-out registry database linked to the website to allow instantaneous data entry into the registry by website users?
- How feasible is it to import a Seattle address list from the U.S. Post Office or City of Seattle into the registry database, and recognize and inform website users if they've entered an incorrect, non-existent or ineligible address?

- How feasible is it to develop a system to detect and reject fraudulent, multiple and inaccurate opt-out requests and complaints?
- How feasible is it to enter all opt-out requests and complaints received by phone, mail and e-mail into the registry database once a week, and send out confirmations within five days of receipt of the request or complaint?
- How frequently should SPU require the vendor to test their system components (database, website, phone, e-mail, mail) to ensure all components are functioning properly and capturing accurate data?
- What are the best methods for allowing residents and businesses to access and change opt-out preferences submitted by previous occupants of a home or business?
- What are some cost effective methods for the phone response system? Take into consideration the requirement to include language interpretation and a TTY/TDD option.
- Are there any other recommendations that SPU should consider in preparing the Request for Proposal?